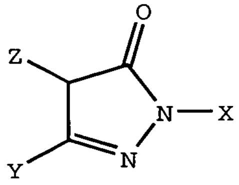
What is Claimed is:

1. A hair colouring composition comprising:
   a) one or more developers selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions; and
   b) one or more couplers selected from compounds of the formula (I):

I



wherein X is a non-leaving substituent, and Z is an active leaving group, and Y is an active leaving group or a non-leaving substituent, such that in the presence of an oxidising agent the or each developer reacts with the or each coupler substantially only at the position having the active leaving group Z and, if Y is an active leaving group, at the position having the active leaving group Y,
provided that if X is phenyl then Y is not ethyl or methyl.

2. A composition according to claim 1, wherein Y is a non-leaving substituent and Z is hydrogen.

3. A composition according to claim 1, wherein X and Y are selected from the following combinations:
   i) X is methyl and Y is phenyl;
   ii) X is phenyl and Y is NHCOR in which R is alkyl;
   iii) X is methyl and Y is NHCOR in which R is alkyl;
   iv) X is methyl or phenyl and Y is $NHCOPhNH_2$; or
   v) X is phenyl and Y is phenyl.

4. A composition according to claim 1, wherein X and Y are each methyl.

5. A composition according to claim 1, wherein the one or more developers are selected from the group consisting of ortho or para-disubstituted benzene compounds, disubstituted pyrimidines, disubstituted pyridine compounds, and diaminosubstituted

pyrazoles.

6. A composition according to claim 5, wherein the developer is para-phenylene diamine.

7. A composition according to claim 1, wherein the composition comprises substantially no developer which is an amino aromatic system capable of being oxidised and thereafter undergoing only a single electrophilic attack.

8. A composition according to claim 1, wherein X and Y are selected from the following combinations:
    i) X is methyl and Y is phenyl; or
    ii) X is phenyl and Y is N-acetyl;

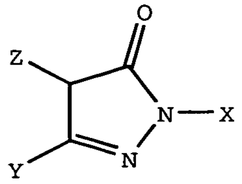
   and wherein the developer is para-phenylene diamine.

9. A hair colouring composition comprising:
    a) one or more developers; and
    b) one or more couplers selected from the group consisting of: 1-methyl,3-N-acetyl pyrazolone; 1-methyl,3-phenyl pyrazolone; 1-phenyl,3-N-acetyl pyrazolone; and 1-phenyl,3-phenylpyrazolone.

10. A composition according to claim 9, wherein the composition comprises substantially no developer which is an amino aromatic system capable of being oxidised and thereafter undergoing only a single electrophilic attack.

11. A method of improving the UV fade resistance of a colour delivered by a composition for colouring hair, said method comprising the steps of:
    i) selecting one or more developers from amino aromatic systems capable of being oxidized and thereafter undergoing at least two electrophilic attack reactions; and
    ii) selecting one or more couplers from compounds of formula (I):

I



wherein X is a non-leaving substituent, and Z is an active leaving group, and Y is an active leaving group or a non-leaving substituent, such that in the presence of an oxidising agent the or each developer reacts with the or each coupler substantially only at the position having the active leaving group Z and, if Y is an active leaving group, at the position having the active leaving group Y,

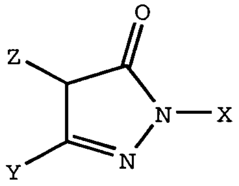
provided that if X is phenyl then Y is not ethyl or methyl.

12. A method according to claim 11, wherein Y is a non-leaving substituent and Z is hydrogen.

13. A method of colouring hair, said method comprising the steps of:

    i) applying to the hair one or more developers selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions; and
    ii) applying to the hair one or more couplers selected from compounds of the formula (I):

I



wherein X is a non-leaving substituent, and Z is an active leaving group, and Y is an active leaving group or a non-leaving substituent, such that in the presence of an oxidising agent the or each developer reacts with the or each coupler substantially only at the position having the active leaving group Z and, if Y is an active leaving group, at the position having the active leaving group Y,

provided that if X is phenyl then Y is not methyl or ethyl.

14. A method of colouring hair according to claim 13, wherein the developer is para-phenylene diamine.

15. A method of colouring hair, said method comprising the steps of:

    i) applying to the hair one or more developers; and
    ii) applying to the hair one or more couplers selected from the group consisting of: 1-methyl,3-N-acetyl pyrazolone; 1-methyl,3-phenyl

pyrazolone; 1-phenyl,3-N-acetyl pyrazolone; and 1-phenyl,3-phenylpyrazolone.

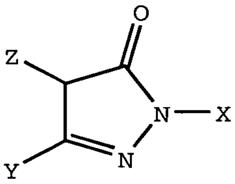
16. A hair colouring kit comprising:

a) an individually packaged colouring component comprising:

i) one or more developers selected from amino aromatic systems capable of being oxidised and thereafter undergoing at least two electrophilic attack reactions, and

ii) one or more couplers selected from compounds of the formula (I):

I



wherein X is a non-leaving substituent, and Z is an active leaving group, and Y is an active leaving group or a non-leaving substituent, such that in the presence of an oxidising agent the or each developer reacts with the or each coupler substantially only at the position having the active leaving group Z and, if Y is an active leaving group, at the position having the active leaving group Y,

provided that if X is phenyl then Y is not methyl or ethyl;

and

b) an individually packaged oxidising component.

17. A hair colouring kit according to claim 16, wherein the developer is para-phenylene diamine.

18. A hair colouring kit comprising:

a) an individually packaged colouring component comprising:

i) one or more developers; and

ii) one or more couplers selected from the group consisting of: 1-methyl,3-N-acetyl pyrazolone; 1-methyl,3-phenyl pyrazolone; 1-phenyl,3-N-acetyl pyrazolone; and 1-phenyl,3-phenyl pyrazolone;

and

b) an individually packaged oxidising component.